

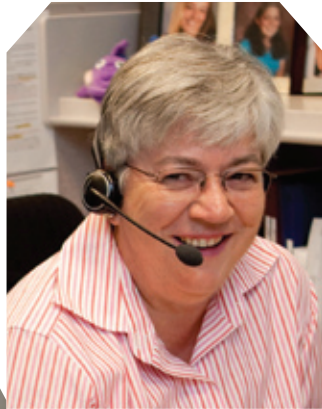
“The VNA is a forward-thinking organization committed to our changing community.” — VNA COMMUNITY SUPPORTER

“We used the VNA’s current strengths to make suggestions about the future.”

— DISCUSSION GROUP PARTICIPANT

1 Engage staff at all levels of the organization to innovate and respond to change.

- ▶ *Equip* staff with technology and connectivity to improve our operations, care and efficiency.
- ▶ *Implement* new approaches to orientation, training, professional development, and recruitment, that motivate staff to become pioneers of ever-improved care.
- ▶ *Launch* diverse innovation teams to help implement strategic objectives and improve internal systems.



2 Strategically strengthen and grow our business.

- ▶ *Use* expert input to complement our ongoing internal efforts to improve the efficiency and effectiveness of our operations.
- ▶ *Expand*, improve, or introduce new programs or practices to grow our business and enhance our financial performance.
- ▶ *Redesign* programs or practices where revenues do not cover expenses.
- ▶ *Implement* an agency advancement plan that promotes the VNA and capitalizes on new and different ways for interacting with customers, referral sources, donors and policy makers.

VISITING NURSE ASSOCIATION OF CHITTENDEN AND GRAND ISLE COUNTIES

3 Be a proactive leader in health systems change and innovation.

- ▶ *Respond* to health reform by developing best evidence-based clinical care pathways that connect our care with providers across the care continuum.
- ▶ *Identify*, initiate and pursue opportunities to collaborate with other organizations to further health systems change and innovation.

“Research has proven that a group of people marked by diverse thinking and experiences can outperform a group of experts solving problems.”

— HAL COLSTON
Chair, VNA BOARD OF DIRECTORS

Mission

The VNA cares for individuals and families through health and related services in homes and other community settings.

